

FIG. 1

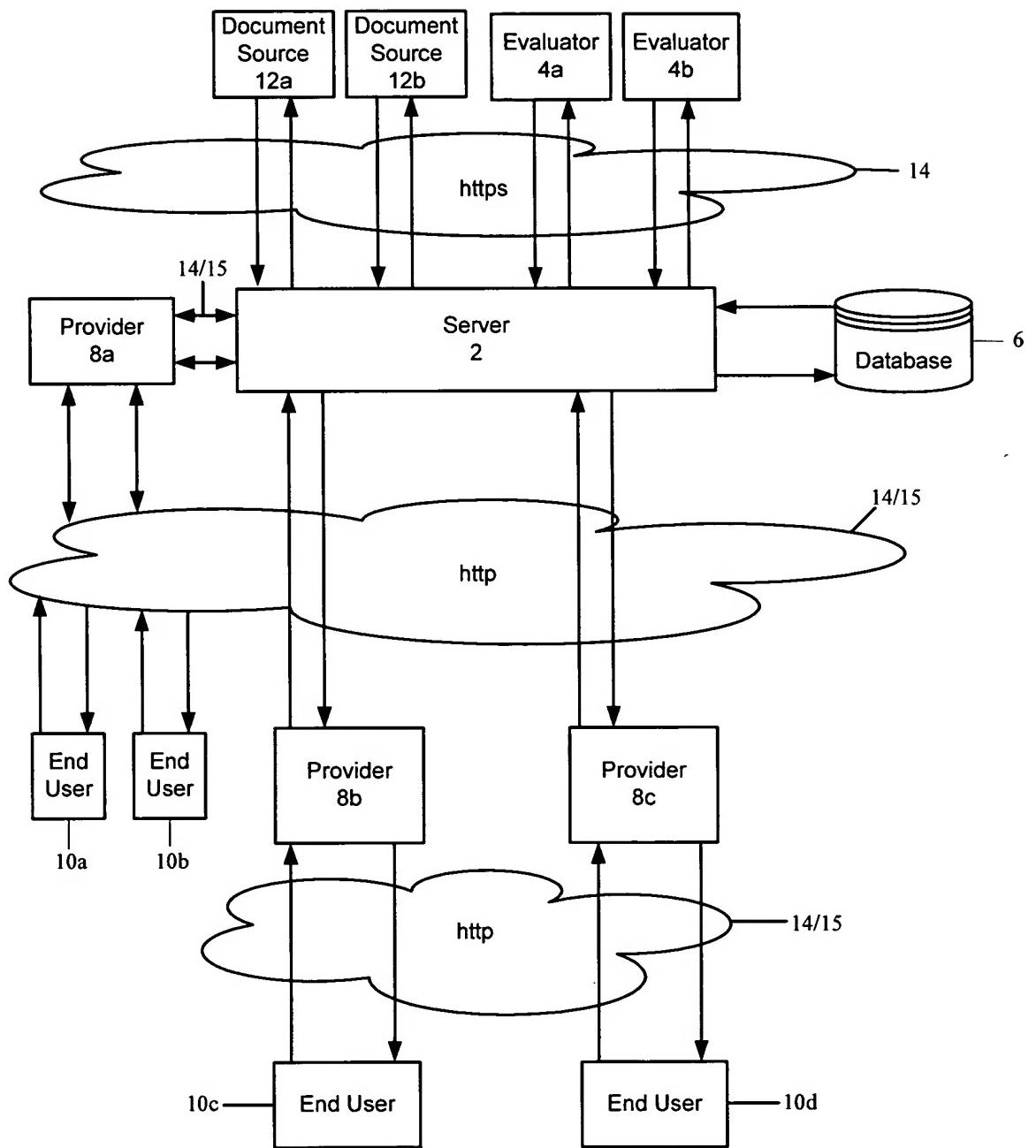


FIG. 2

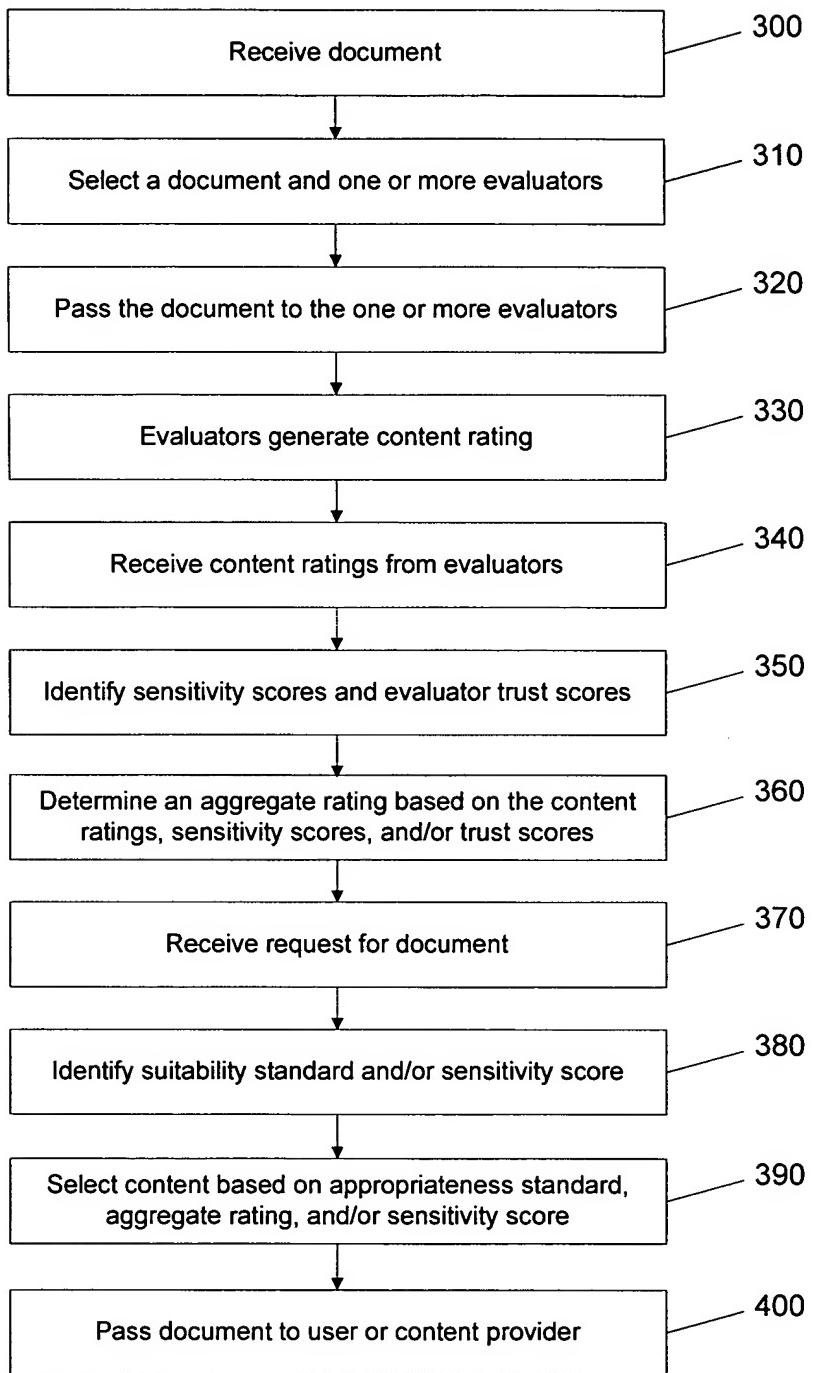


FIG. 3

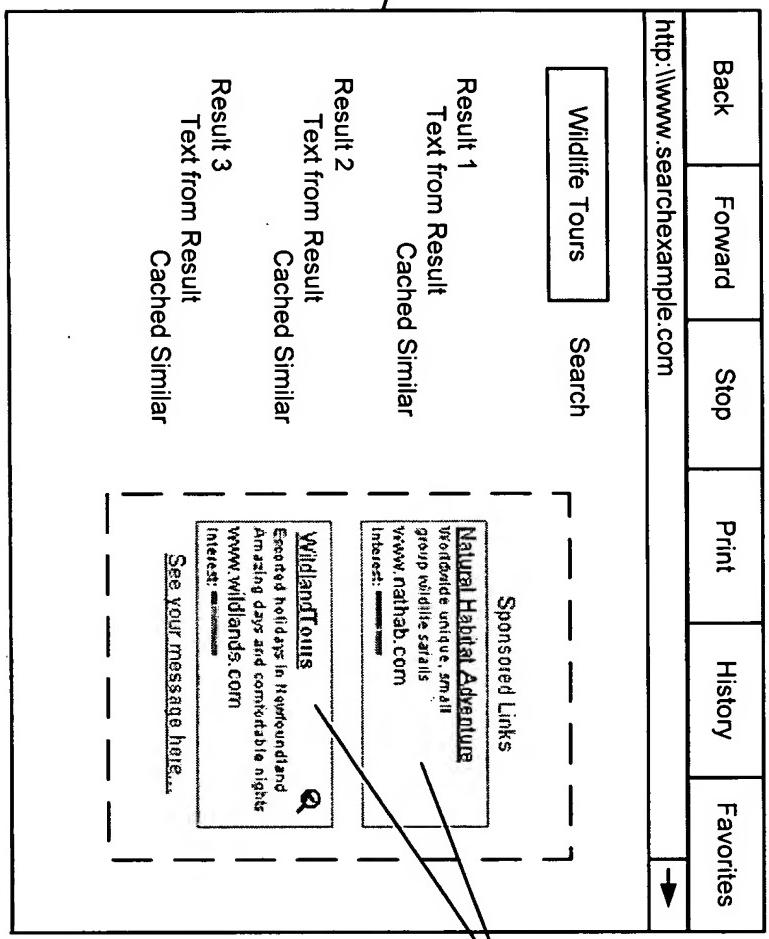


FIG. 4

1a

1b

Evaluator Questionnaire

Document: Petchow Dog Food Advertisement
Owner of Document: OwnerCo, Inc.
Creator of Document: CreatorCo, Inc.

50

Name of evaluator:

Address:

City, State, Country:

Evaluator entity:

On a scale of 1-10, where ten is the largest amount (or highest degree) and one is the smallest (or lowest), please rate the document according to the following criteria:

50a

1. Violent content: _____

50b

2. Sexually explicit content: _____

3. Content inappropriate for children: _____

4. Content inappropriate for teenagers: _____

5. Content relating to the consumption of alcohol or drugs: _____

6. Content inappropriate for persons of a particular race:
please name the race _____

7. Content inappropriate for a specific religion or creed:
please name the creed _____

8. Content inappropriate for a specific national origin:
please name the national origin: _____

50c

9. Foreign language content: _____

10. Offensive audio content: _____

11. Offensive video content: _____

12. Is this document suitable for children? (Yes/No) _____

13. What time of day may this document be shown (check all that are applicable):
_____ 6am-7pm; _____ 7-11pm; _____ 11pm-6am

14. Is there any reason this document is not suitable for the average person?
If yes, please explain: _____

A. How many inappropriate words were used in this document?

If yes, which word(s)?

B. What is the length of this document?

FIG. 5

Evaluator Questionnaire

60

Document: Petchow Dog Food Advertisement

Owner of Document: OwnerCo, Inc.

Creator of Document: CreatorCo, Inc.

Name of evaluator: John Smith

Address: 123 Oak Terrace

City, State, Country: Springfield, IL

Evaluator entity: Booze DistributorCo.

On a scale of 1-10, where ten is the largest amount (or highest degree) and one is the smallest (or lowest), please rate the document according to the following criteria:

60a

1. Violent content: 4

60b

2. Sexually explicit content: 6

3. Content inappropriate for children: 5

4. Content inappropriate for teenagers: 1

5. Content relating to the consumption of alcohol or drugs: 1

6. Content inappropriate for persons of a particular race: No
please name the race _____

7. Content inappropriate for a specific religion or creed: No
please name the creed _____

60c

8. Content inappropriate for a specific national origin: Yes
please name the national origin: Canada

9. Foreign language content: minimal

10. Offensive audio content: heavy metal music in background

11. Offensive video content: woman wearing bikini

12. Is this document suitable for children? (Yes/No) _____

13. What time of day may this document be shown (check all that are applicable):
_____ 6am-7pm; _____ 7-11pm; _____ 11pm-6am

12. Is there any reason this document is not suitable for the average person? No.
If yes, please explain: _____

A. How many inappropriate words were used in this document? 1
If yes, which word(s)? sucks

B. What is the length of this document? medium

FIG. 6